5755428/2022/AGRI-III-AGC01

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture Department – AP Millet Mission (2022-23 to 2026-27) Policy on Promotion of Millets in Andhra Pradesh – Approved - Orders -Issued.

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AGRICULTURE & COOPERATION (AGRI.III) DEPARTMENT

G.O.Ms.No.23 Dated:13/04/2022
Read:

From the Commissioner of Agriculture, AP., Guntur, Lr.No. ACC02-16030/1/2020-NFSM-AGRHOD, Dt:12.01.2022.

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ORDER:

The Government of Andhra Pradesh is planned for enhancement of area under millets like Ragi and Korra in the State during 2022-23 with intensive approach to encourage millet cultivation which are having nutritive and health benefits. Millets are the traditional staple food of the dry land regions. For generation, farmers have been cultivating millets using mixed-farming techniques. Millets are grown mostly in the arid, semi-arid and hilly regions. In most cases, millets are grown in irrigated dry conditions and are ideally suited for all agro-climatic regions of the state and give reasonably good yields with minimal requirement of irrigation water and inputs. Recent data indicates that between 9 to 10 per cent of the total area of millets is under bore wells/ tube wells. Further, millets can survive on poor soils, without much fertilizer. The food policies pursued over the years have pushed many people away from millets despite it being more nutritious than rice and wheat. Thus, any attempt to encourage millet production and consumption is welcomed.

2. Further, Millets are anti acidic, gluten free and detoxify body and are rich in vitamin B3 and help lower cholesterol in the consumers. That prevent diabetes & breast cancer and reduce blood pressure and protect against heart diseases and asthma. Millets helps to optimize functioning of kidney, liver and improves immune system, health and reduces risk of gastrointestinal conditions like gastric ulcers or colon cancer. At present, NFSM-Nutricereals scheme is being implemented under NFSM in all the 13 districts of Andhra Pradesh state with an objective of increasing area and productivity.

3. To further encourage the millets cultivation, the Commissioner of Agriculture, A.P., Guntur has furnished the AP Millet Mission (2022-23 to 2026-27) Policy on Promotion of Millets in Andhra Pradesh.

4. The Government after careful examination, hereby approve the AP Millet Mission (2022-23 to 2026-27) Policy on Promotion of Millets in Andhra Pradesh as detailed below:-

(P.T.O)

1. Aim & Objectives of AP Millet Mission (2022-23 to 2026-27) Policy:

i) Aim:

To promote millet cultivation, Cluster Demonstrations and Dr. YSR Polambadi programme will be organized with latest notified varieties / Certified Seed varieties along with full package of practices on selected farmers' fields with a view to demonstrate the potentiality of the technologies to

(a) Participating farmers
(b) Neighboring farmers and other agencies
(c) To analyze the production gaps and development of suitable strategies
(d) Performance of the technologies for scientific feedback.

Formation of crop clusters like Ragi crop Clusters and Korra crop clusters at one region for development of suitable technologies and promotion of processing operations and market support.

ii) Objectives:

a. To demonstrate improved Crop Production Technologies of Millets on the farmers' fields.
b. To popularize the newly notifed High yielding varieties / technologies for varietal diversification and efficient management of resources.
c. To bring synergy among planners, researchers, farmers and industry for parable interface through seminars/ symposia on emerging themes of importance in the field of Millets production for deciding strategies for development of this crop.

iii) Planning of organization of Cluster demonstrations of Millets helps in:

a. Millets crops are grown in all types of soils including light soils, Red/ black soils.
b. It can be grown by small & marginal farmers, it does not need additional facilities like other crops i.e., vegetables.
c. Additional support may also create to the farmers' viz., supply of Sprinklers units and Processing units on subsidy to enhance farmers' income and value addition of their products.

2. Executive summary:

"Promotion of Millets cultivation by organization of Cluster demonstrations and Dr.YSR Polambadi programme is proposed to help the small and marginal farmers to get a good remunerative price for their quality produce. The main components of the scheme to be proposed include supply of quality inputs like Seeds, Seed treatment chemicals, Micronutrients, Bio-agents, Bio-fertilizers, Farm implements, Publicity materials, etc., besides the allocation of processing units and sprinkler sets to the farmers on subsidy. This will be a measure to reduce the cost of cultivation and enhance the productivity.

The focus of the scheme is to involve the stakeholders like scientists, NGO, bankers and allied department officials for capacity building, transfer of technology to farmers on millet production.

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The stake holders are constituted into a core group at state level as State Millet Group (SMG) which comprises mainly representatives from ICAR-Indian institute of Millet Research (ICAR-IIMR), Acharya N.G. Ranga Agricultural University scientists (ANGRAU), Bankers, Allied Dept and NGOs for helping in the millet production and value addition with their suggestive contributions.

3. Constitution of the State Millet Group (SMG) are as follows;

Sl. No	Name of the State holder	Department	Position in the group	Remarks
1.	Chief Commissioner (RBKs) & Spl. Chief Secretary	Department of Agriculture	Chairperson	
2.	Prl. Secretary	Department of Marketing & Cooperation	Member	
3.	Vice Chancellor	ANGRAU	Member	
4.	Commissioner & Director of Agriculture Marketing	Marketing Dept.	Member	Procurement & distribution
5.	Commissioner of Civil supplies	Food & Civil supplies Dept	Member	Procurement & distribution
6.	VC & MD	APSSDC Ltd, Vijayawada	Member	
7.	VC & MD	Marked	Member	Procurement & distribution
8.	Director, ICMR-NIN	ICMR-NIN Department,	member	
9.	Senior Scientists, IIMR	ICAR-IIMR, Hyderabad	Member	Knowledge partner, training & value addition
10.	Director	Women & Child welfare Department	Member	
11.	Member - SLBC	SLBC	Member	
12.	Principal Scientist, Millets	ANGRAU	Member	Knowledge partner & Value addition
13.	NGO	Representatives NGO/ Corporate	Member	Training & Procurement
14.	3 Millet growing farmers		Member	
15.	Commissioner of Agriculture	Department of Agriculture	Member-Secretary	

(Cont...4)

Millet Project proposals have been prepared for organization of Cluster demonstrations, Distribution of Sprinkler sets and Dr. YSR Polambadi in Ragi & Korra for area enhancement and improvement of productivity of millets with a total financial outlay of Rs.24688.18 lakhs under RKVY, PMKSY & NFSM schemes during 2022-23 to 2026-27.

For promotion of Millet cultivation from 2022-23 to 2026-27, the project emphasizes on supply of quality critical inputs like Seed, Fertilizers at RBKs and supply of sprinkler units. For Marketing & value addition to get more remunerative prices to the farmers, Millet processing units @Rs.1.25 lakhs for each unit under SMAM norms have also been included.

4. Problems to be addressed:

a. Low production and productivity.
b. Less demand in the market due to low consumer preference.
c. Growing of Mono cropping.
d. Lack of market support.
e. Low remunerative rates / fluctuations in MSP.
f. Lack of processing units and for value addition.

To overcome these problems, Agriculture Department has decided to organize Cluster Demonstrations and Polambadi programmes on Ragi and Korra crops for coverage of more area under millets and to increase productivity.

Distribution of Critical inputs: Distribution of critical inputs like improved Certified Seed / High Yielding Variety seeds of Millets, Bio-agents and Farm implements to the farmers.

a. Marketing support and 100% buyback policy by the Government.
b. Distribution of processing units on subsidy for processing and value addition of the millets.
c. Distribution of millets through PDS, ICDS and incorporation in mid-day meals.
d. Encouraging millet consumption in urban population through organization of campaigns, exhibitions & Millet festivals/Melas.

Processing and packing of the millets by the Marketing Department and making arrangement for supply to the Retail outlets, Office complexes and Apartments for getting remunerative prices to the farming community.

Involving the stake holders like Indian Institute of Millets Research (IIMR), Hyderabad, ANGRAU scientists and NGOs of several other organizations who are promoting millet farming.

5. Strategy: Organizing Cluster demonstrations and Dr.YSR Polambadi scheme for more benefit of the farmers as they come forward to cultivate Millets. By adopting the latest technologies /innovative methodology suggested by the scientists and usage of all critical inputs on 50% subsidy, farmers get higher yields and better price for their produce.

(Cont...5)

Since, manual processing of millets is very difficult, and imposes drudgery on women, providing millet-processing units would be beneficial to the farmers. Government would take steps to introduce millets in PDS, ICDS and Mid-day meals this would help from avoiding malnutrition of children and rural communities as they have better access to this nutritious food.

Incentive/Assistance per hectare:

Sl.No	Particulars	Subsidy per ha
1.	Cluster demo under NFSM/ RKVY (Incentives like seed, Seed treatment chemical, Micronutrient, Bio-fertilizer, Bio-agents, Farm implements etc)	6000/-
2.	Sprinkler units under PMKSY	15000/-
	Total per ha	**21,000/-**
3.	Processing Units (@1 for FIG group) (FIG group of 20 ha of Cluster demo under NFSM(@1.25 lakhs subsidy)	1,25,000/-

6. Mapping of Millet area: District wise and Mandal wise sown areas of Ragi & Korra mapped in the state. The details are furnished here under.

7. Benefits of Millet Cultivation:

a) Water is consumption more in Paddy cultivation when compared to Millets .
Example: Water consumption for 1 acre of paddy cultivation, is sufficient to Cultivate 4 acres of Millets.

b) Less power consumption

c) Low weed growth

d) Short duration crops

e) Low cost of cultivation

f) Millets having with high fiber, quality protein, minerals, Calcium & Iron is the stable food and improve the health.

g) Quality fodder to cattles

h) High cost benefit ratio ie., For Ragi 1:2.04 and Korra 1:2.34

i) Improve the soil organic carbon

j) Low Fertilizers & PP chemicals usage.

8. Monitoring and Implementation:

Overall planning, implementation and supervision of the cluster demonstrations, capacity building training programme and supply of critical inputs under subsidy will be carried out by the Department of Agriculture. Preparation of detailed Action plan based on the cultivation of millets will be prepared including supply of Sprinkler units and processing units to the farmers under subsidy.

9.Opportunities for Promotion of Millets:

a. Introduce millets as inter crop with Pulses i.e Redgram + all types of Millets, and inter crop with Oilseeds i.e Castor + all types of millets as inter crop in rain-fed conditions.

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b. Growing of Korra gives remunerative price to farmers instead of keeping the land fallow
c. Distribution of Millets to people through PDS system to the public
d. Ensuring production and availability of quality seeds of millet crops
e. Distribution of quality HYV seeds of millets on subsidy to increase the production
f. Trainings needed for farmers on crop planning & best management practices
g. Commercial Banks has to provide loans to millet growing farmers
h. Ensuring availability of millet processing units at village level
i. Coverage of millet crops under Input subsidy at the time of natural calamities
j. Coverage of millets under existing insurance schemes
k. Sowing implements & Harvesting machinery are to be provided on subsidy
l. Creation of better Marketing facilities by offering reasonable price with 100% buy back arrangement through active RBKs at village level.

10. Good Agricultural Practices in Millets: In North coastal and Rayalaseema districts, guli ragi method of cultivation under rainfed conditions is adopted with more benefits. The young ragi seedlings were planted 1x1.5 ft distance 10 to 12 Qtl/acre yield increases, when compare to 4 to 6 Qtl/acre in conventional method.

11. Civil supplies procurement prices of millets: Procurement of millets in the state is being carried out through AP Civil Supplies Corporation. Procurement of these millets through zonal system from the farmers @Rs.29/-per kg of ragi and @Rs.25/-per kg of jowar will be more beneficial to the farming community.

Distribution through PDS is around 6000MTs of Ragi (@3kgs per family) and 3000 MTs of Jowar (@2 kg per family) in every month.

12. Value addition to Millets: Millets have a unique value addition, which prepares ready-to-cook and ready-to-eat products. Some of value-added millet products are as follows:

a. Ragi Malt	k. Foxtail Millet Upma Mix
b. Ragi Dosa Mix	l. Kodo Millet Pongal Mix
c. Ragi Vamu Mix	m. Little Millet Pongal Mix
d. Ragi Laddu Mix	n. Little Millet Mixture
e. Ragi Murukku	o. Great Millet Dosa Mix
f. Multi Millet Malt	p. Ragi Biscuit
g. Multi Millet Dosa Mix	q. Pearl Millet Biscuit
h. Multi Millet Pesarattu Mix	r. Great Millet Biscuit
i. Multi Millet Laddu Mix	s. Browntop millet rice
j. Foxtail Millet Pongal Mix	

With the help of Professors of Community Science, College of Bapatla, scientists have evolved number of value added food items in millets and the same technology may be adopted in the millet promotion for benefits to the farming community.

13. Budget Proposal for 5 years from 2022-23 to 2026-27:

The budget proposal requirement under RKVY, PMKSY & NFSM schemes and for organization of Cluster demonstrations and Dr.YSR Polambadi programme during 2022-23 to 2026-27 is furnished here under:

(Cont...7)

Scheme wise bifurcation of budget under various schemes from 2022-23 to 2026-27 as follows.

Sl. No	Crops	Cluster Demos & Polambadi under **RKVY**		Processing Units & CDs under **NFSM**		Sprinkler units under **PMKSY**		**Grand Total**	
		Phy. in ha	Fin. in lakhs	Phy. in ha	Fin.in lakhs	Phy. in ha	Fin.in lakhs	Phy. in ha	Fin.in lakhs
1.	**Millets**	**20335**	**9318.93**	**4140**	**5000.50**	**69125**	**10369.00**	**93600**	**24689.00**

A total amount of **Rs.14319.43 lakhs** is proposed for organization of Cluster demonstrations, Dr.YSR Polambadi & distribution of processing units from 2022-23 to 2026-27, out of which **Rs.9318.93 lakhs is proposed under RKVY scheme and Rs.5000.50 lakhs proposed under NFSM schemes** for organization of cluster demonstrations, Dr.YSR Polambadi and Processing units.

14.Time Frame:

All critical inputs will be positioned in concerned RBKs by June, 15th 2022 and October 15th2022 to Rabi crops to reach to the targeted farmers and cluster demonstrations, Processing units and sprinkler units in the state. Likewise, the same may be adopted for 2022-23 to 2026-27.

15. Millets processing, Value addition and Marketing:

a. **Farmer Training:** Farmers need to be trained on type of millet variety selection, Seed selection and harvesting practices like assessing maturity, method of harvesting, assessing moisture levels before packing etc
b. **Farmer Producer Organizations:**

i) The FPOs need to play a major role by establishing links with the small farmers and support them by procuring their produce through RBKs. Ii)FPOs to act as aggregators of produce from small farmers and take up value addition practises as large volumes are economically viable.
ii) They need to have access to Processing & packing machinery and women entrepreneurs need to be encouraged in FPOs

c) Agriculture Department: The Department need to take a drive to form millet specific FPOs in millet focussed areas

i. An MoU to be entered by the Agriculture Department with Indian Institute of Millet Research **(IIMR)**, Hyderabad & Community Science Dept, ANGRAU for knowledge transfer on production, processing & value addition.

(Cont...8)

ii. The FPOs need to be trained on type of Millet suitable for cultivation, Seed selection, best practises in cultivation of Millets and harvesting practices

iii. The processing and packing machinery need to be supplied to FPOs through Dept schemes

iv. An exclusive Agency to monitor FPOs with a Nodal Officer from Dept. needs to be formed to ensure all stakeholders operate in coordination.

d. **Supply Chain:** To bring millet to the household from the farmer's field, it is essential to create a Supply chain. The supply chain of the millet involves five-player which include..

i. The producers (farmers)
ii. FPOs (aggregator or facilitator of the produce)
iii. Processors (have own processing unit)
iv. Retailers (Shops, local market)
v. Consumers (people living in both rural and urban area)

e. **Consumption of Millets will increase by promotional activities:**

Promotion of Millets: People in the olden days were aware of the nutritional value of millets and their power to enhance immunity. Millet's consumption is the secret behind them leading a disease-free and long life. Influenced by advertisements and western culture, some parents today have adopted junk food culture. This junk food is harming the physical and mental fitness of the child. Hence, the parents should put an end to junk food culture and introduce millet-based food items in their diet plan for the benefit of their children

Food Festivals need to be conducted at all important gatherings on regular intervals to promote the High Nutritional value hidden in millets and to attract younger Generations to Millets.

At present most of the millets Value addition and market is focused on Metropolitan Cities. The limited focus will not get volumes and consumption will not increase and the liquidity of the total produce will not happen causing millet price fall. Millets are mostly grown in organic conditions and if proper promotion is done, the urban consumers readily buy them.

Small booklets, leaflets on Millet Recipes, cooking tips needs to be printed and made available at all Government Offices and important establishments where people gather for health-related issues. A Cooking series need to be planned on Millet Recipes and telecasted in RBK Channel and in RBKs smart TV. Annual Millet Food Mela, Exhibition needs to be conducted by the Department at State and District level.

f. **Demand Generation for Millets:** The Millets need to be introduced in State Nutrition programmes for increasing their consumption.

i. **Public Distribution system:** At present through PDS system Rice and Wheat are being supplied. In comparison to Rice and Wheat, the Millets are more Nutritious and healthier. To promote good health among the citizens of the state, 20 to 30% of the Rice quantity being given in PDS system to be replaced with Millets. Healthy diet will boost the immunity of the people and indirectly help their bodies to fight pandemics like Covid and other health disorders.

(Cont...9)

ii. **ICDS/Anganwadi:** Millets needs to be promoted through ICDS/ Anganwadi for better future generations. Exposure to Millet diet in early stages influence the Children to consume them and make them part of their diet. Fortified Nutritional supplements based on Millets need to be formulated by Home Science / Medical Dept and to be supplied to Pregnant women and lactating mothers

iii. **Social Welfare Hostels**: Millet food to be introduced in social welfare hostels and millet meals, Biscuits, Snacks twice a week to be given to them. This will increase the exposure of Healthy Diet to children and to make millets part of their diet for long term

iv. **Mid-Day Meals**: In School meal programme, weekly once Millet food to be given as Meal and snacks.

v. **Jails:** Millet food to be introduced in Jails and prisoners to be given millet rich food twice a week to be given to them.

vi. **Government Office Canteens:** In all Government canteens, Millets to be introduced in menu. The availability of foods encourage them consume.

vii. **University Mess/Canteens:** In all Government University Mess /Canteens Millets to be made available.

viii. **Tie up with Super Markets:** The ITC & FPOs need to be trained on better processing, storage and packing of value-added products of Millets. The Department, IIMR, Home Science, ANGRAU needs to facilitate the market linkages with the Super Market Chains like D-Mart, Jio Mart, Spencer's, More etc. OEM based packings for the Super markets or direct products of the FPOs to be offered for sale. This helps in reaching the more customer base for millet sales.

16. Market Interventions:

a. **Millet Food Mela**, Exhibition organized District & State
b. **Leaflet, Folders** on Millet recipes, cooking tips needs to be printed & made available at all RBKs, Govt.Offices & Telecasted in RBK Channe
c. **Public Distribution system:** PDS system rice & wheat are being distributed and now introduce Millets as more nutritious and healthier
d. **ICDS/ Anganwadi:** Millets promoted through ICDS/ Anganwadi for better future generations
e. **Medical Dept** Millet supplied to Pregnant women and lactating mothers
f. **Social Welfare Hostels**: Millet food, Biscuits, Snacks twice a week to be given to them
g. **Mid-Day Meals**: Millet food weekly once given to children
h. **Govt. Office Canteens:** In all Govt. canteens, Millets to be introduce as menu.
i. **University canteens:** Millet introduce in all Govt. university canteens
j. **Processing:** Facilitate mini-processing units at RBKs & Large scale processing at Parliamentary constitution
k. **Dr.YSR RBK: 100% buy back** procurement of **Ragi & Korra on MSP** at RBKs
l. **Tie up with Super Markets:** Tie up with ITC & FPOs processing, branding, packing supply to markets.
m. **IIMR, Community Science, ANGRAU** needs to facilitate the market linkages with the **Rythu bazars, Super Market, Chains like D-Mart, Jio Mart, Spencer's, More etc.**

17. Cost-Benefit analysis: To create awareness on latest technologies adopted in the Cluster Demonstrations and usage of recommended critical inputs, the cost of cultivation will be reduced.

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18. Risk analysis:

The other key aspect of the scheme is the post-harvest handling of millets, involving establishment of units for processing and value-addition. Composite millet processing centres, costing about Rs 4,00,000, that handle de-stoning, de-hulling, flaking and rava-making, are to be established across the Andhra Pradesh towards for better improvement of millet farming. Millets will be cultivated by the farmers on cluster basis under irrigated dry conditions. The productivity will be definitely enhanced and the value addition to these crop produce will get good remunerative prices. So, risk factors are minimized.

19.Outcome:

Supply of all critical inputs like seed to the farmers on 50% subsidy and to create awareness among the farmers on improved technologies will reduce the cost of cultivation and increase the productivity. This will ensure in getting better prices to the farmers due to procurement of total produce higher than MSP. We can treat this special project a viable one. Steps should be taken to encourage farmer-led markets, along the lines of Rythu bazaars of Andhra Pradesh, where they can sell their produce directly to consumers. Similarly, local, farmer-led, processing centres would enable the availability of processed millets at a reasonable price within the villages.

20. Evaluation:

Agencies like APSSDCL, ICAR-IIMR, ANGRAU, NGO and Department of Agriculture have developed scalable and field implementable methods to evaluate the performance of projects since inception to final stage by employing manual and technical parameters which can now also be adopted. The evaluation of impact assessment by ANGRAU scientists and the success stories and documentation of Millets CDs will be prepared by VAAs/MAOs/ADAs of concerned districts. By adopting above strategies, millet cultivation in the state is on way forward and plan to bring to more area under millet cultivation from 2022-23 to 2026-27.

5. The Commissioner of Agriculture, A.P., Guntur shall take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

DESPATCH

18/04/22

POONAM MALAKONDAIAH
CHIEF COMMISSIONER, RBKS &
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner of Agriculture, A.P., Guntur.
The Finance Department.
The Acharya N.G. Ranga Agricultural University.

Received. CR gamma 18/4/22 AC(R)

Copy to:
The P.S.to Addl. Secy. to Hon'ble C.M
The P.S. to Hon'ble Min. (Agri.).
The General Administration (Cabinet.I) Department.
SF/SC.

// FORWARDED :: BY ORDER //

K. Sreenivasulu
SECTION OFFICER